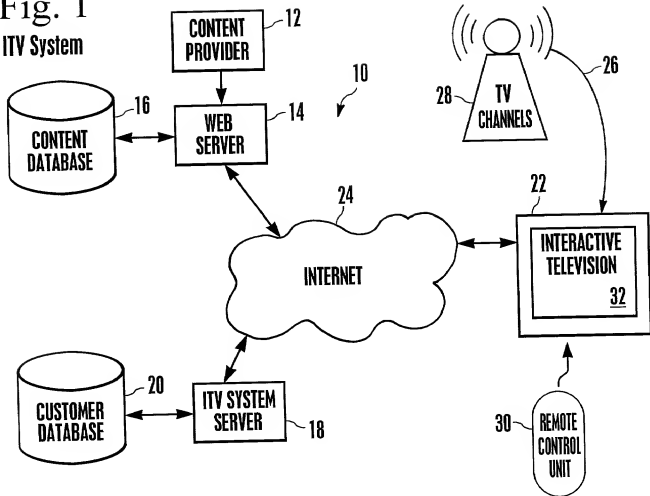
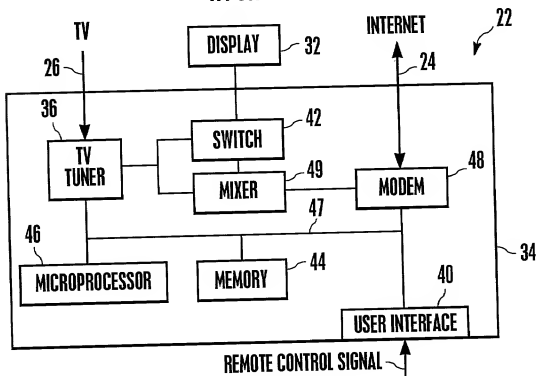


**Fig. 1**  
**ITV System**



**Fig. 2**  
**ITV Set**



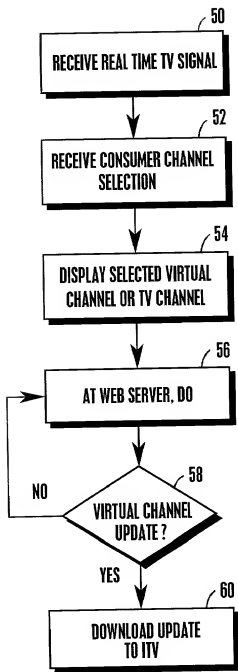


Figure 3  
OVERALL METHOD

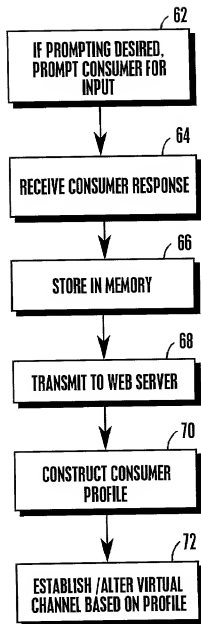


Figure 4  
ESTABLISHING CONSUMER  
PROFILE

Fig. 5

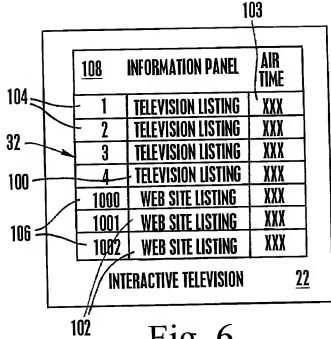
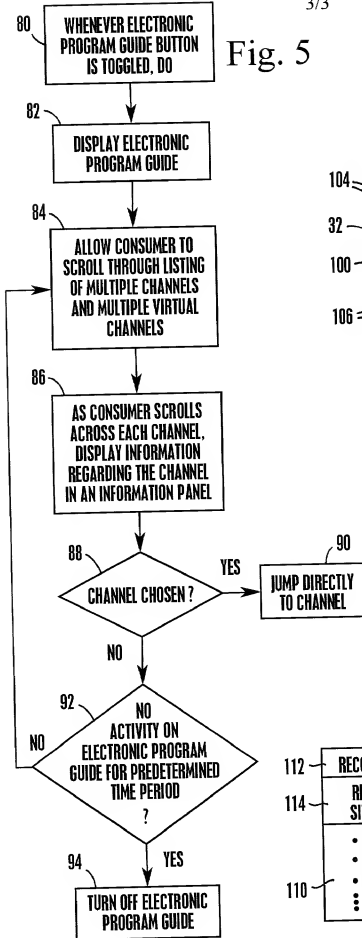


Fig. 6

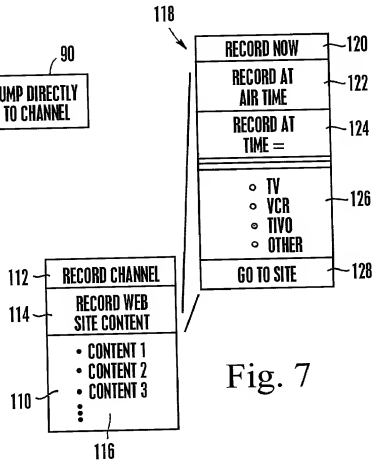


Fig. 7